



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 335761

Schedule Dates 10/05/12-10/16/12
Advertiser Pol/Iss/Americans for Tax Reform (17011)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Issue (1068)
Brand AMER TAX REFORM (139106)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name PHELPS,GREG
Phone/Fax /
CPE 2813
Account Types National/Political
Billing Type Standard
Comments AMER TAX REFORM **no paper invoices**

Date Entered 10/04/12
Last Modified 10/05/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06363147
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,417.50
Net Total \$42,032.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total:

Spots	Rate
32	\$49,450.00
32	\$49,450.00

PK

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	7A- Today Show	2								2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/1	10/4/12
2.0	Normal Line / Spot	10/08/12-10/12/12	3	:30	7A- Today Show	5	1	1	1	1	1			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/2	10/4/12
3.0	Normal Line / Spot	10/15/12-10/16/12	3	:30	7A- Today Show	2	1	1						2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/3	10/4/12
4.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	10A- MEET THE PRESS	1							1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS 10-11A/4	10/4/12
5.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	5P- 5:30P (EST)	2								2	\$900.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 5-530P/5	10/4/12
6.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	5P- 5:30P (EST)	5	1	1	1	1	1			5	\$900.00	\$4,500.00	Pittsburgh (WPXI)	NEWS 5-530P/6	10/4/12
7.0	Normal Line / Spot	10/15/12-10/16/12	4	:30	5P- 5:30P (EST)	2	1	1						2	\$900.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 5-530P/7	10/4/12
8.0	Normal Line / Spot	10/07/12-10/14/12	4	:30	6P- CHANNEL 11 NEWS	2							1	2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	NEWS 6-630P/8	10/4/12
9.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	6:59P- Jeopardy	2								2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/9	10/4/12
10.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	6:59P- Jeopardy	5	1	1	1	1	1			5	\$1,800.00	\$9,000.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/10	10/4/12
11.0	Normal Line / Spot	10/15/12-10/16/12	4	:30	6:59P- Jeopardy	2	1	1						2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/11	10/4/12
12.0	Normal Line / Sports-Football	10/07/12-10/07/12	5	:30	8:13P- NBC Sunday Night Football	1							1	1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	NBC SUN FOOTBALL 805P-12M/12	10/4/12
13.0	Normal Line / Sports-Football	10/14/12-10/14/12	5	:30	8:13P- NBC Sunday Night Football	1							1	1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	NBC SUN FOOTBALL 805P-12M/12	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.